

## Message Text

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PAGE 01 MADRID 01572 071155Z

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 PA-02 CU-04 /026 W

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R 071039Z MAR 75

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 1241

UNCLAS MADRID 1572

E.O. 11652: N/A

TAGS: BTRA, SP

SUBJ: FACILITATIVE ASSISTANCE TO VISITING SPANISH PUBLICATION  
OFFICIAL

1. THE MADRID FIRM, CONSORCIO AMERICANO DE EDICIONES, S.A., VICTOR DE LA SERNA 5, MADRID 16, IS GOING TO SEND ITS DIRECTOR OF PROMOTION, MR. ENRIQUE GAJARDO, TO PREPARE A SPECIAL EDITION, "UNITED STATES TODAY," DEDICATED TO THE BICENTENNIAL CELEBRATION OF THE AMERICAN REVOLUTION, AND FEATURING REPORTS ON LEADING AMERICAN COMPANIES. EMBASSY BELIEVES GAJARDO WILL SOLICIT PAID ADVERTISING FROM U.S. COMPANIES INCLUDED.

2. IN ADDITION TO VISITING WITH THE AMERICAN REVOLUTION BICENTENNIAL ADMINISTRATION IN WASHINGTON (WITH WHOM HE MADRID FIRM'S PRESIDENT PEDRO A. CANIVELL, HAS ALREADY EXCHANGED CORRESPONDENCE) MR. GAJARDO WOULD APPRECIATE DISCUSSING HIS PROJECT WITH COMMERCE REGARDING U.S. COMPANIES WITH WHICH HE MIGHT MEET. MR. GAJARDO INFORMS US THAT HE WILL SPEND APPROXIMATELY SIX MONTHS IN THE U.S. ON THIS ASSIGNMENT, ARRIVING IN WASHINGTON, D.C. BETWEEN APR 15 AND APR 25. THE MADRID COMPANY SENT A COPY OF ITS MULTI-LINGUAL PUBLICATION, ESPANA AL DIA, TO THE BICENTENNIAL ADMINISTRATION. IT PRESENTS THE FORMAT PLANNED FOR THE SPECIAL PUBLICATION ABOUT THE U.S. MS. ELIZABETH J. KIRBY, PROGRAM OFFICER, INTERNATIONAL AFFAIRS, DIVISION, BICENTENNIAL ADMINISTRATION, WOULD SEEM TO BE THE CONTACT FOR ANY WASHINGTON OFFICERS WHO WILL MEET WITH MR. GAJARDO.

3. ACTION REQUESTED: THAT THE EMBASSY BE INFORMED ASAP WHOM IN COMMERCE MR. GAJARDO SHOULD CONTACT UPON HIS ARRIVAL IN WASHINGTON.

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## Message Attributes

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**Capture Date:** 01 JAN 1994  
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**Review Authority:** CollinP0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 29 MAY 2003  
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**TAGS:** BTRA, SP  
**To:** STATE  
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